THE CHURCH OF	<b>Product Plan</b> Product ID 2014-07-31-09-21-20				
JESUS CHRI OF LATTER-DAY SAIN	C/T Product Stakeholders				
	Department director(s)	PSD project manager Brant Leavitt			
	Product manager(s) Don Staheli	Solutions manager			
	Publishing services partner (PSP) Russ Crabb	PSD producer(s) Bret Barton, Steve Kingsolver, Meralee Stallings			
	Other (specify)	Other (specify)			
Product					
Product name Quorum of the Twelve B	Broadcasts and Events	Sponsoring department Quorum of the Twelve			
Annual Publishing Plan Infor					
This product is included in the Yes □ No	approved annual publishing plan				
If no, please specify which pro	ducts this product will replace				
This product will require new a □ Yes 🎽 No	nd expanded funds				
Executive Summary					
Product Overview					
	ing the problem or opportunity, product description, a	nd anala			
broadcast channel conti events include, but are Conferences, and other	ributes to a unified message and unified st not limited to, Stake Conference Broadcas requests requiring broadcast support.	the Church in several single events throughout the year. This candards among members throughout the Church globally. These ts, Worldwide Leadership Training, Priesthood Leadership			
Successful events allow	for this product and how success will be measured of the proper dissemination of events protein the proceedings in their own language very the proceedings in their own language very language.	oceedings via the requested and appropriate channels. Participants with minimal technical interruptions.			
Potential measures					
☐ Adobe Analytics (Omniture)	☐ Qualtrics post-visit survey ☐ Off-site video views fichallenges, limitations, or specifications that need to be	rom shares via email, Facebook, or other link  Other			
Key Milestones					
Stake conferences typic Worldwide Leadership	cluding approval dates, launch dates, and so on cally occur at least once a month througho trainings typically occur once a year.  Trainings typically occur a couple times ea	•			
Cost Estimates					
Estimate	Content development cost for the current year \$ 1,500,000.00	Content development cost for future years \$ 1,500,000.00			
□ \$15K □ \$30K □ \$50K □ \$100K □ \$500K □ \$750K	Hard cost for the current year	Hard cost for future years			
⊠ \$1 million÷	Maintenance cost for the current year	Maintenance cost for future years			

## Product Plan—continued

Medium   Medium   Medium   Medium   Medium   Medium   Check yes for ways a could possibly be delivered and no for ways it stock/ety could not be delivered.	Medium with cited was could this content be delivered in the future? Check yes for ways a could possibly be delivered and no for ways it absolutely could not be delivered.  Settle at this apply.  □ fee Si No □ Yes Si No □									
Eight and that agree content be delivered in the Nature? Check yes for verye it could possibly the delivered and no for varye 2 absolutely conder not be delivered.  Seed as all that agree is a seed of the content be delivered.  Pub S No	In what cherr ways could this content be delivered in the Nutre? Check yes for ways it could prove the delivered.  Select all this apply en the provided in the Nutre? Check yes for ways it could prove that the product of the delivered. Select all this apply en the Nutre of	Executive Summary								
Select all this tepty.	Select all this goply.	Medium								
Content and deliverable (check all that apply, and include a description)   Content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and deliverable (check all that apply, and include a description)   Steps of content and d	elearning   Ph.D		this content be delivered in	the future? Check y	es for ways it	could possibly b	e delivered	and no fo	r ways it ab	solutely could not be delivered.
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Webs Man   Ves M	Website   Mobile App   Presentation   Mosik	<del>-</del>	l	1			or live)	1	_	
Other print (specify) Other (speci	Other print (specify)    Delivery Channels	***************************************							<b>⊠</b> No	☐ Yes 🗷 No
Delivery Channels Indicate possible channels through which the product will be delivered (select all that apply)	Delivery Channels Indicate possible channels through which the product will be delivered (select all that apply)		Mobile App	Web App	İ	Presentation		Kiosk		
Common   C	Delivery Channels	Market Control of the	☐ Yes ⊠ No					☐ Yes	<b>⊠</b> No	
Inclusion possible channels through which the product will be delivered (select all that apply)    Learning Management System (LMS)   Read LDS.org   Sk Mormon Channel   Distribution Center   Sk Gospel Library   Sk Readcast   Distribution Center   Reversion   General conference   Theotet (mail or large)   Readcast   Reversion   R	Content and Message Plan	Other print (specify)			Other non-prin	t (describe)				
Inclusion possible channels through which the product will be delivered (select all that apply)    Learning Management System (LMS)   Read LDS.org   Sk Mormon Channel   Distribution Center   Sk Gospel Library   Sk Readcast   Distribution Center   Reversion   General conference   Theotet (mail or large)   Readcast   Reversion   R	Content and Message Plan									
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□ Seminaries and institute of Religion website □ Rose, whibit, or visitors' center □ General conference □ Research Core □ Revearcom □ Listoria □ Conference □ Research Core □	□ Search Educ of Religion website □ Roles, exhibit, or visitors' center □ General conference □ Relations of Relation (Product Search Corp.) □ Relations of Relations □ Content and Reseage Plan  Key Message  The Relations □ Relations □ Relations □ Content and Relations □		-		ooloot an that a		57 Massac	. Oh 1		C Distribution Contra
□ Describe Rook  □ New Era □ Carnity Search.org □ Lathonan □ Content and Message Plan    Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Message Plan   Macron And Platform   Macron And Message Inspire Church members to become better disciples of Christ and to better magnify their callings.   Macron And Platform   Macron And Pl	□ Describer Book □ Revision or River Frame □ Remails or large) □ Amobile   Theater (small or large) □ Mobile   Remails frame) □ Remails framed or large) □ Mobile   Remails framed or large) □ Mobile   Remails framed or large) □ Mobile   Remails framed or large   Remails framed			_	it or violence' o					
□ Friend, or New Era □ Social media □ Other: □ Content and Message Plan  Key Message  What is the key message of this product? What primary messages does it support? What are the features, benefits, and claims?  The key message is the Gospel of Jesus Christ as spoken out of the mouths of His chosen leaders in our day.  List any related products that this product should not match in message, tone, or creative direction (for example, actors, images, movies, music, or exhibits)  Types of content and deliverables (check all that apply, and include a description) □ Doctrinal study: □ Support: □ Image Inspire Church members to become better disciples of Christ and to better magnity their callings.  Content and Patistrom  Existing content will be incorporated into this product (for example, scripts, footage, music, images, and so on)  No □ Ves (provide descriptions and locations): □ No E Ves (provide description	□ Resign. Friend, or New Era □ Social media □ Other.  Content and Message Plan  Kay Message  What is the key message of this product? What primary messages does it support? What are the features, benefits, and claims?  The key message is the Gospel of Jesus Christ as spoken out of the mouths of His chosen leaders in our day.  List any related products that this product should not match in message, tone, or creative direction (for example, actors, images, movies, music, or exhibits)  Types of content and deliverables (check all that apply, and include a description) □ Doctrinal study: □ Doctrinal study: □ Support □ Missignation: Messages inspire Church members to become better disciples of Christ and to better magnify their callings.  Content and Pattern  Existing content will be incorporated into the product (for example, scripts, footage, music, images, and so on)  No □ "es (provide descriptions and locations): □ No □ "es (provide descriptions and locations): □ No western the provide of content already published or already being viewed by the audience  No □ "es (provide descriptions and locations): □ No Western the provide of the product of		tes of heligion website		ii, oi visitois c	enter		•		
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□ Doctrinal study: □ Support: □	□ Doctrinal study: □ Support: □	, ,			<b>.</b>	,	• • • • • • • • • • • • • • • • • • • •		- · · · · · · · · · · · · · · · · · · ·	,
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Management   Messages inspire Church members to become better disciples of Christ and to better magnify their callings.   Content and Platform	May be a provided descriptions and locations   Secribe what the overall tone or feel of this product should not be   Tone and feel are dictated primarily by the Brethren and Sister who provide the addresses in these events.	•								
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Product Plan—continued
Audience
Audience expected reach
In the millions
Target Audience
Describe the audience that the product is trying to reach
Primary audience is members of the Church. Non-members are certainly welcome, encouraged, and invited to participate as well.
Describe what is known about the product's audience
Audience is primarily active members of the Church.
Addition to printing doubt monitorio of the official
Audience demographics (check all that apply)
Members (general Church membership) Monmembers Inactive members
Age demographics (if applicable)
Adults (ages 30+)
Describe any research that has been done related to this specific audience and product (optional)
More research needs to be conducted before this product goes into production
No □ Yes (specify):
Audience Segmentation  List the target audience segments to provide insight into how the product will be used
Product will be watched/listen to via numerous Church channels.
Todast Will be Waterload to Via Hameroad Charletter.
Target Audience Motivators
Describe current audience perceptions, attitudes, and behaviors  Active members of the Church.
Active members of the Church.

## Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness

Members become aware of Conferences and Trainings via letters sent to ward and branches, advertisements on LDS.org and other Church media outlets. Additionally, since these events occur regularly each year, most members are aware of the event independent of current awareness campaigns.

3

Product Plan—continued			
Evaluation Plan			
Describe how you will evaluate the effective	ness of your product, including metrics a	nd other data you will collect	
Effectiveness can be partially mea is located, shares and likes on Fac	sured by: attendance at the Corcebook, tweets on Twitter, amor	nference Center, viewers on the ng other metrics.	e various channels where the content
Indicate how frequently these measurements	s will be reported and to whom they will t	pe reported	
These metrics are evaluated follow	ving each event.		
Maintenance Plan			
Describe the ongoing maintenance needs for			
maintaining the Conference Cente	r as a venue, as well as related	equipment, for these broadcas	Maintenance is really a function of ts.
Indicate how often this content will need to b	e revised or updated	9811U-1	
Content is revised by Church leader	ership for each event.		
Indicate how stakeholders will be notified of	changes		
Stakeholders are notified by partic	ipating in the broadcasts/events	<b>.</b>	
Describe the product's retirement plan			
This product plan will remain in eff	ect indefinitely.		
		•	
Flexibility Matrix Check only one box in ea	ich row and column.	**************************************	
	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	×		
Scope (feature set)	П	×	
Schedule			×
Sponsoring Department Approval		· · · · · · · · · · · · · · · · · · ·	
Sponsoring department managing director	alil.		Date 8-11-2014
Correlation Approval		THE STATE OF THE S	
Director of Correlation Evaluation	Date		
PSD Approval			<u> </u>
PSD Advisor (only if web, social, or mobile is	involved)		Date

CSC Minute Entry

Date

OCS Approval
OCS Director & CSC Minute Entry (only if web, social, or mobile is involved